



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Strategic Media Services
3299 K Street NW
Suite 200
Washington, DC 20007

Pittsburgh (WPXI)		Spots	Rate
By Broadcast Month			
Oct. 2012	8	\$6,275.00	
Nov. 2012	28	\$36,475.00	
Grand Total:	36	\$42,750.00	

Contract #	338952	Date Entered	10/25/12
Schedule Dates	10/26/12-11/05/12	Last Modified	10/31/12
Advertiser	Po/iss/Fight for the Dream (17116)	Entered By	Jennifer St
Agent/T-Code	Strategic Media Services (1349)/958114894	CD-OP	Yes
Product	Political - Issue (1068)	Headline #	06397173
Brand	ISS/FIGHT FOR THE DREAM (140585)	Demo	
Salesperson	Telrep/Washington DC, Washington DC (1040)	Order Type	Normal
Sales Office	BANCROFT,DIANE	Package Deal	
Buyer Name	/	Commission %	15.00
Phone/Fax		Commission	\$6,412.50
CPE	N/A	Net Total	\$36,337.50
Account Types	National/Political	Sales Tax	
Billing Type	Standard	Comments	FACT-A-CREAM 10/26

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	5:59A- Channel 11 News 6am						1		1		\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6/7A/1	10/25/12
2.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	5:59A- Channel 11 News 6am		3	X	X	X	X	X		1	\$800.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 6/7A/2	10/25/12
3.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	5:59A- Channel 11 News 6am								1		\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6/7A/3	10/25/12
4.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	6:58A- Today Show								1		\$800.00	\$800.00	Pittsburgh (WPXI)	TODAY 7-9A/4	10/25/12
5.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	6:58A- Today Show		2	X	X	X	X	X		2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	TODAY 7-9A/5	10/25/12
6.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	7A- Today Show								1		\$400.00	\$400.00	Pittsburgh (WPXI)	TODAY 7-9A/6	10/25/12
7.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	9A- Today Show 9a								1		\$800.00	\$400.00	Pittsburgh (WPXI)	TODAY 9-10A/7	10/25/12
8.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	9A- Today Show 9a		2	X	X	X	X	X		1	\$400.00	\$800.00	Pittsburgh (WPXI)	TODAY 9-10A/8	10/25/12
9.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	11:59A- Channel 11 News At Noon		3	X	X	X	X	X		1	\$375.00	\$1,125.00	Pittsburgh (WPXI)	NDON NEWS/9	10/25/12
10.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	12:30P- The Doctors		1	X	X	X	X	X		1	\$275.00	\$275.00	Pittsburgh (WPXI)	DOCTORS/10	10/25/12
11.0	Normal Line / Spot	10/26/12-10/26/12	4	:30	2:38P- Days Of Our Lives								1		\$500.00	\$500.00	Pittsburgh (WPXI)	DAY5/11	10/25/12

CONFIRMATION CONTRACT

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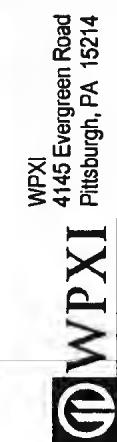
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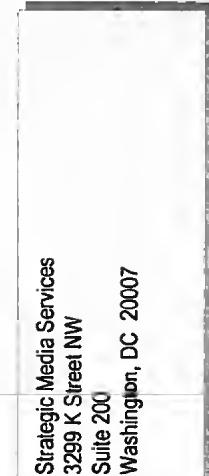
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WMPX-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station/affiliate. Verbal or written

Contract #**338952**

Strategic Media Services
3299 K Street NW
Suite 200
Washington, DC 20007



Schedule Dates	10/26/12-11/05/12	Date Entered	10/25/12
Advertiser	Po/Iss/Fight for the Dream (17116)	Last Modified	10/31/12
Agency/T-Code	Strategic Media Services (1349)/958114894	Entered By	Jennifer Stewart
Product	Political - Issue (1068)	CO-OP	Yes
Brand	ISS/FIGHT FOR THE DREAM (140585)	Headline #	06397173
Salesperson	Telerep/Washington DC, Washington DC (1040)	Demo	
Sales Office	Telerep/Washington DC	Order Type	Normal
Buyer Name	BANCROFT, DIANE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$6,412.50
Account Types	National/Political	Net Total	\$36,337.50
Billing Type	Standard	Sales Tax	
Comments	FIGT 4 DREAM 10/26		

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Pittsburgh (WPXI)		Spots	Rate
By Broadcast Month			
Oct.	2012	8	\$6,275.00
Nov.	2012	28	\$36,475.00
Grand Total:		36	\$42,750.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	2:58P- Days Of Our Lives	2	x	x	x	x	x	x	x	2	\$50.00	\$100.00	Pittsburgh (WPXI)	DAY5/12	10/25/12
13.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	4P- Judge Judy 4p	2	x	x	x	x	x	x	x		\$400.00		Pittsburgh (WPXI)	JUDY 4-30P/13	10/25/12
13.0.1	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Political/Exception	
14.0.2	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Political/Exception	
14.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	5:58P- Channel 11 News At 6pm M-F	2	x	x	x	x	x	x	x		\$1,000.00		Pittsburgh (WPXI)	NEWS 6-630P/14	10/25/12
13.0.1	Closed Preempt	10/30/12															Pittsburgh (WPXI)	Political/Exception	
14.0.2	Closed Preempt	10/30/12															Pittsburgh (WPXI)	Political/Exception	
15.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	5:58P- Channel 11 News At 6pm M-F	1									\$1,000.00		Pittsburgh (WPXI)	NEWS 6-630P/15	10/25/12
15.0.1	Closed Preempt	11/05/12															Pittsburgh (WPXI)	No Avail/Exception	
16.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	6:58P- Jeopardy	2	x	x	x	x	x	x	x	1	\$1,800.00	\$1,800.00	Pittsburgh (WPXI)	JEOP 7-730P/16	10/25/12
16.0.1	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Political/Exception	
17.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	6:58P- Jeopardy	1									\$1,800.00		Pittsburgh (WPXI)	JEOP 7-730P/17	10/25/12
17.0.1	Closed Preempt	11/05/12															Pittsburgh (WPXI)	No Avail/Exception	

CONFIRMATION CONTRACT

Fax:

Accepted-Station:

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Comments:

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Pittsburgh (WPXI) By Broadcast Month										Spots		Rate	
Contract #	338952	Date Entered	10/25/12	Last Modified	10/31/12	Entered By	Jennifer Stewart	Oct. 2012	28	Nov. 2012	8	\$6,275.00	
Schedule Dates	10/26/12-11/05/12	Entered By	co-OP	Headline #	06397173	Commission %	15.00					\$36,475.00	
Advertiser	Po/Iss/Fight for the Dream (17116)	Order Type	Demo	Commission	\$6,412.50							\$42,750.00	
Agency/T-Code	Strategic Media Services (1349)/958114894	Package Deal											
Product	Political - Issue (1068)												
Brand	ISS/FIGHT FOR THE DREAM (140585)												
Salesperson	Telerep/Washington DC, Washington DC (1040)												
Sales Office	Telerep/Washington DC												
Buyer Name	BANCROFT, DIANE												
Phone/Fax	/												
CPE	N/A												
Account Types	National/Political												
Billing Type	Standard												
Comments	FIGHT 4 DREAM 10/26 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****												

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
18.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	7:30P- WHEEL OF FORTUNE	2	X	X	X	X	X			2	\$1,800.00	\$3,600.00	Pittsburgh (WPXI)	WHEEL 730-8P/18	10/25/12
19.0	Normal Line / Spot	10/29/12-11/02/12	4	:30	10:59P- CHANNEL 11 NEWS	3	X	X	X	X	X			3	\$2,000.00	\$6,000.00	Pittsburgh (WPXI)	LATE NEWS/19	10/25/12
20.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	10:59P- CHANNEL 11 NEWS	1								1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	LATE NEWS/20	10/25/12
21.0	Normal Line / Sports- Local Pro	11/03/12-11/03/12	5	:30	3:30P- Notre Dame Football							1	1	\$5,000.00	\$5,000.00	Pittsburgh (WPXI)	PITT ND GAME/21	10/25/12	
22.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	6P- CHANNEL 11 NEWS							1	1	\$625.00	\$625.00	Pittsburgh (WPXI)	SAT NEWS 6-630P/22	10/25/12	
23.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	10:59P- CHANNEL 11 NEWS							1	1	\$2,100.00	\$2,100.00	Pittsburgh (WPXI)	LATE NEWS/23	10/25/12	
24.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	11:20P- NBC SATURDAY NIGHT LIVE							1	1	\$1,200.00	\$1,200.00	Pittsburgh (WPXI)	5NU/24	10/25/12	
25.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	8A- 10A (EST)							1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	NEWS 8A-10A/25	10/25/12	
26.0	Normal Line / Spot	10/28/12-11/04/12	4	:30	6P- CHANNEL 11 NEWS							1	2	\$675.00	\$1,350.00	Pittsburgh (WPXI)	NEWS 6-630P/26	10/25/12	
27.0	W/G For 13.0.1 / Spot	11/01/12-11/02/12	4	:30	4:58A- Channel 11 News	1						1	1	\$400.00	\$400.00	Pittsburgh (WPXI)	EM 5-5:30a/13	10/30/12	
28.0	W/G For 13.0.2 / Spot	11/02/12-11/02/12	3	:30	11:59A- Channel 11 News							1	1	\$500.00	\$500.00	Pittsburgh (WPXI)	NOON 12-1230P/13	10/31/12	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Accepted-Station:
Date:	Channel:

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 Advertiser Pol/Iss/Fight for the Dream (17116)
 Agency/T-Code Strategic Media Services (1349)/958114894
 Product Political - Issue (1068)
 Brand ISS/FIGHT FOR THE DREAM (140585)
 Salesperson Telerep/Washington DC, Washington DC (1040)
 Sales Office Telerep/Washington DC
 Buyer Name BANCROFT,DIANE
 Phone/Fax /
 CPE N/A
 Account Types National/Political
 Billing Type Standard
 Comments FIGHT 4 DREAM 10/26
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

Strategic Media Services
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Pittsburgh (WPXI)

	By Broadcast Month	Spots	Rate
Oct. 2012	8	\$6,275.00	
Nov. 2012	28	\$36,475.00	
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0	M/G For 14.0,1,14.0,2,15.0,1,16.0,1,17.0,1 / Sports:Football	11/04/12-11/04/12	5	:30	8:13P- NBC Sunday Night Football								1	\$6,500.00	\$6,500.00	Pittsburgh (WPXI)	SNF/14	10/31/12	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Comments
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